

**Fermanian School of Business  
Management Major PLO #F1 Assessment  
2018-2019**

**Learning Outcome:**

Management Major PLO #F1: Exhibit an in-depth knowledge of management theory.

**Outcome Measure:**

Management Major-Specific Exit Exam Results – implemented Spring 2018

**Criteria for Success:**

Score at or above 60 on the Management Major-Specific Exit Exam.

**Aligned with DQP Learning Areas (circle one or more but not all five):**

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

**Longitudinal Data:**

**Management Major-Specific Exit Exam - Average Student Score:**

Semester	N <sup>1</sup>	Score
Spring 2018	9	50
Spring 2019	21	47.4

**Conclusions Drawn from Data:**

The Management Major-specific Exit Exam was implemented in Spring 2018. The criteria for success was set at 60, In Spring 2019, the average student score on the Management Major-specific exit exam was 47.4.

**Changes to be Made Based on Data:**

The Management curriculum was revised effective AY 2017-2018. The new curriculum includes MGT320 Organizational Behavior, MGT374 Human Resources Management, and MGT484 Operations Management as part of the Management major core. Additionally, course timing was adjusted to ensure students take MGT320 and MGT374 prior to taking MGT484. The Management Major-specific Exit Exam consists of content from MGT320, MGT374 and MGT484.

Beginning Spring 2020, the full effect of these changes to the management major core curriculum will be realized; therefore, scores are expected to improve. Data will continue to be collected to set an appropriate criteria for success.

<sup>1</sup>Number of Students Taking Test

**Fermanian School of Business  
Management Major PLO #F2 Assessment  
2018-2019**

**Learning Outcome:**

Management Major PLO #F2: Assess the competitive advantage of a business based on management concepts.

**Outcome Measure:**

MGT484 – Comparative Operational Analysis (implemented Spring 2018)

**Criteria for Success:**

The average score for each criteria of the Management Major PLO #F2 Rubric will be a 3.0 or higher out of 4.0.

**Aligned with DQP Learning Areas (circle one or more but not all five):**

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

**Longitudinal Data:**

**Management Major PLO #F2 Rubric – Average Student Score:**

Semester	# of Assessments	Development	Application	Evaluation	Recommendation	Total
Spring 2018	14	3.31	3.38	3.44	3.19	3.33
Spring 2019	40	2.83	3.03	2.95	3.03	2.96

**Conclusions Drawn from Data:**

The criteria for success (average of 3.0 or higher out of 4.0) was met in both semesters in the rubric criteria areas of Application and Recommendation. The criteria for success was met in one of the two semesters in the rubric criteria areas of Development and Evaluation.

**Changes to be Made Based on Data:**

Data will continue to be collected to see trends before determining if changes are needed. No recommended changes at this time.

## MANAGEMENT MAJOR PLO #F2 RUBRIC

Point Loma Nazarene University Management Major Learning Outcome #F2. Assess the competitive advantage of a business based on management concepts.

Criteria	<b>Very Good 4</b>	<b>Good 3</b>	<b>Acceptable 2</b>	<b>Poor 1</b>
<b>Development of Operational Topics</b>	Paper clearly identifies all ten operational topics* and clearly defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .	Paper clearly identifies most relevant operational topics* and usually defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .	Paper identifies some relevant operational topics* and sometimes defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .	Paper lacks identification of relevant operational topics* and rarely, if at all, defines/explains them based on Simchi-Levi's text, <i>Operations Rules</i> .
<b>Application of Operational Topics</b>	Paper consistently applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper often applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper sometimes applies operational topics and theories to the data in order to understand each organization's financial outlook.	Paper rarely, if ever, applies operational topics and theories to the data in order to understand each organization's financial outlook.
<b>Evaluation of Operational Topics</b>	Paper includes a comprehensive evaluation of all ten operational topics for the organizations under consideration.	Paper includes somewhat comprehensive evaluation of most (8-9) of the operational topics for the organizations under consideration.	Paper includes a brief evaluation of some (6-7) of the operational topics for the organizations under consideration.	Paper includes a vague evaluation of only a few operational topics (5 or less) for the organizations under consideration.
<b>Recommendation for Superior Operational System</b>	Recommendations for the superior company make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company usually make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company sometimes make use of evidence-based arguments which focus upon theoretical application of information and data.	Recommendations for the superior company rarely, if ever, make use of evidence-based arguments and lack theoretical application of information and data.

\*Operational Topics Include: Value Proposition, Alignment of operational strategy to value proposition, Matching products, Markets and strategies, Procurement methods, Risk management, Information systems and management, Operational excellence created with high involvement management, Operational flexibility with teams, Learning and cross training, Sustainability, and Resiliency

Average Score: \_\_\_\_\_ (Total/# of criteria)

Note 1: All criteria are weighted equally

**Fermanian School of Business**  
**Management Major Entrepreneurship Concentration PLO #F3 Assessment**  
**2018-2019**

**Learning Outcome:**

Management Major PLO #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts.

**Outcome Measure:**

MGT382 – Pitch Analysis (implemented Spring 2018)

**Criteria for Success:**

The average score for each criteria of the Management Major PLO #F3 Rubric will be a 3.0 or higher out of 4.0.

**Aligned with DQP Learning Areas (circle one or more but not all five):**

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

**Initial Data:**

**Management Major PLO #F3 Rubric – Average Student Score:**

Semester	# of Assessments	Assessment of Founders	Identify Problem and Solution	Strategy Analysis	Total
Spring 2019	40	3.28	3.28	3.20	3.25

**Conclusions Drawn from Data:**

The criteria for success (average of 3.0 or higher out of 4.0) were met in all three rubric criteria areas in Spring 2019.

**Changes to be Made Based on Data:**

Spring 2019 set baseline scores for this learning outcome. Data will continue to be collected in future semesters before conclusions are made.

## ENTREPRENEURSHIP CONCENTRATION PLO #F3 RUBRIC

Point Loma Nazarene University Entrepreneurship Concentration Learning Outcome #F3: Analyze a startup pitch based on entrepreneurship knowledge and concepts.

Criteria	<b>Very Good 4</b>	<b>Good 3</b>	<b>Acceptable 2</b>	<b>Poor 1</b>
<b>Assessment of Founders</b>	Response includes an excellent assessment of the founders' ability to build a successful and scalable venture by addressing all of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes a good assessment of the founders' ability to build a successful and scalable venture by addressing most of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes an adequate assessment of the founders' ability to build a successful and scalable venture by addressing several of the following considerations: the founders' passion, experience, traits, and skill sets.	Response includes a poor assessment of the founders' ability to build a successful and scalable venture and does not address the following considerations: the founders' passion, experience, traits, and skill sets.
<b>Identification of Problem &amp; Solution</b>	Response does an excellent job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a good job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a fine job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.	Response does a poor job addressing whether or not a need/problem is identified AND a viable solution is recommended in the form of a strong value proposition.
<b>Analysis of Start-Up Strategy</b>	Decision to invest or not to invest in venture is clearly justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is often justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is somewhat justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.	Decision to invest or not to invest in venture is not justified by looking at strengths or deficiencies in marketing plan, distribution plan, and scalability.

Average Score: \_\_\_\_\_ (Total/# of criteria)

Note 1: All criteria are weighted equally

**Fermanian School of Business**  
**Management Major Global Business Concentration PLO #F4 Assessment**  
**2018-2019**

**Learning Outcome:**

Management Major PLO #F4: Analyze essential elements of conducting business globally.

**Outcome Measure:**

ECO410 – Case Study (implemented Spring 2019)

**Criteria for Success:**

The average score for each criteria of the Management Major PLO #F4 Rubric will be a 3.0 or higher out of 4.0.

**Aligned with DQP Learning Areas (circle one or more but not all five):**

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning, and
5. Civic and Global Learning

**Initial Data:**

**Management Major PLO #F4 Rubric – Average Student Score:**

Semester	# of Assessments	Identify Global Issues	Long-term Strategy	Advice on Global Expansion	Total
Spring 2019	20	3.25	2.40	2.55	2.73

**Conclusions Drawn from Data:**

The criteria for success (average of 3.0 or higher out of 4.0) was met in the area of Identification of Global Issues. Student scores fell below the criteria for success in the areas of Long-term Strategic and Advice on Global Expansion.

**Changes to be Made Based on Data:**

Spring 2019 set baseline scores for this learning outcome. In Spring 2020, the instructor will review and adjust course content, as necessary, to better develop students ability to analyze essential elements of conducting business globally. Data will continue to be collected and monitored in future semesters.

## GLOBAL BUSINESS CONCENTRATION PLO #F4 RUBRIC

Point Loma Nazarene University Global Business Concentration Learning Outcome #F4: Analyze essential elements of conducting business globally.

Criteria	Very Good 4	Good 3	Acceptable 2	Poor 1
<b>Identification of Global Economic Issues</b>	At least three global economic issues are identified and thoroughly explained.	Two global economic issues are identified and explained.	One global economic issue is identified and somewhat explained.	No global economic issues are identified.
<b>Long-term Strategy</b>	A long-term strategy is clearly stated and multiple economic thinking tools (i.e. cost-benefit analysis, marginal analysis, comparative analysis, etc.) are used to thoroughly support the strategy.	A long-term strategy is stated and at least one economic thinking tool is used to support the strategy.	A long-term strategy is present but vague. At least one economic thinking tool is mentioned but lack relevance to the strategy.	Long-term strategy is not stated and no economic thinking tools are mentioned.
<b>Advice on Global Expansion</b>	Recommendation for global expansion is clear and considers multiple relevant global business variables (i.e. consumerism, culture, government involvement, etc.)	Recommendation for global expansion is clear and considers at least one global business variable.	Recommendation for global expansion is clear but lacks relevant support.	Recommendation for global expansion is not present.

Average Score: \_\_\_\_\_ (Total/# of criteria)

Note 1: All criteria are weighted equally